Success Story:
The Marketing Store, Europe

Company background

The Marketing Store is a global marketing agency with offices in London, Hong Kong, Sydney, Chicago, Toronto and Paris.

The European division of the company employs around 200 people, many of whom spend a great deal of time presenting to clients using Microsoft PowerPoint.

The challenge

The European IT Department noticed a growing trend of employees creating larger and more complex PowerPoint presentations, many of which were up to 400 megabytes in size. These large files were taking up an increasing amount of storage and backup space.

In the London office, one server alone had over 110 gigabytes of PowerPoint files taking up half of the available storage space. The IT Department wanted to find a solution to the storage problem that did not involve purchasing new hardware.

The strategy

The Marketing Store chose to deploy NXPowerLite across its European division, in order to reduce the amount of server and backup space required for PowerPoint files.

The result

The ease of use and the ability of NXPowerLite to reduce the size of PowerPoint files has met or exceeded most of the IT Department's expectations. It has enabled The Marketing Store to regain a great deal of valuable server storage space.

Another key benefit has been the reduction in backup storage requirements, which has resulted in reduced backup windows. The IT Department is now able to perform a full backup overnight and not have the process overrun into the next working day.

> *"Our experience with NXPowerLite has been a resounding success. The low price of the software is easily justified by the benefits in cost and productivity savings. I would recommend any organisation to try NXPowerLite for themselves."*

Andrew Craib, European System Administrator, The Marketing Store

Additional benefit areas

The majority of The Marketing Store's PowerPoint presentations are now of a size that is practical to email to clients. Previously, either internal sending limits or client receiving limits had prohibited this, resulting in the use of FTP sites – which often required Help Desk assistance. NXPowerLite has therefore helped to improve productivity and reduce the number of calls to the Help Desk.

Conclusions

NXPowerLite has enabled The Marketing Store to regain server storage space and reduce backup windows, without any additional expenditure on hardware. It has also helped to improve employee productivity and reduce the strain on Help Desk support staff.

For further information, prices or evaluation software, call us on:

+1-267-238-3833 (US) or **+44 (0)207 424 8700** (UK)

Alternatively, contact your local software reseller or visit www.neuxpower.com